

MARYLAND OF OPPORTUNITY.®

## Branding Guidelines

“EVERY GREAT BRAND IS  
LIKE A GREAT STORY.”

Kevin Plank, Founder, Under Armour

## WHY DO WE NEED TO BRAND MARYLAND?

Our brand states who we are, how we stand apart from our competitors and why people should do business with us. A strong brand is a powerful tool that helps us engage people, foster trust, and create credibility. We want to motivate and inspire people to action. Our goal is to create and highlight the opportunities for business.

A successful brand is long-lasting and consistent. Maryland of Opportunity became a registered trademark July 19, 2011. Both the mark and the words are trademarked. The goal is to continue this brand for years to come and incorporate it into every customer touchpoint.

It is our job to tell the stories. If we don't, who will?

## WHAT IS OUR BRAND?

Maryland of Opportunity simply and boldly states that Maryland is a place that provides boundless opportunities to its citizens and businesses. Opportunity is what we represent. There are opportunities to be found in every corner of our state. Our human capital – our greatest asset – is inspiring and innovative. We are different. We are diverse. We are unique.

Maryland has Opportunities that cannot be found in other locations – federal agency strength, a national leader in R&D, top rated education system, and a natural landscape that includes mountains, a vibrant cultural scene and thousands of miles of coastline. Maryland is a high value location for business.

**Bottom line: Maryland is a place where you can secure a high-paying job, start and grow a business, get a great education and experience a rich quality of life.**

# TELLING

A man with short brown hair and a light beard, wearing a white chef's shirt and a dark blue striped apron, stands with his arms crossed in a modern restaurant kitchen. He is positioned in front of a dark countertop with various dishes and glasses. The background features a large arched window and a small white cabinet with a vase of red flowers.

## THE VOLT STORY:

Entrepreneur Bryan Voltaggio is highlighted in our campaign and featured on ChooseMaryland. His opportunity started in Frederick where he is now Executive Chef and Owner of award-winning Volt. The contemporary and sophisticated fine dining restaurant showcases classic flavor combinations prepared with fresh, local ingredients.



# THE STORY

A woman with blonde hair, wearing a light blue button-down shirt and dark pants, stands in front of a modern building. She has her hands clasped in front of her. The building features large glass windows and architectural details, including a prominent blue mesh shading system on the left. The scene is brightly lit, suggesting a sunny day.

## THE CAMBRIDGE INTERNATIONAL STORY:

With 18 years of company experience, Tracy Tyler, President & CEO of Cambridge International, seized the opportunity to future track great design, solid technology and smart solutions. Tracy highlights a Maryland manufacturing success story, meeting market-place demands from architects for LEED certified materials — specifically architectural mesh shading systems.



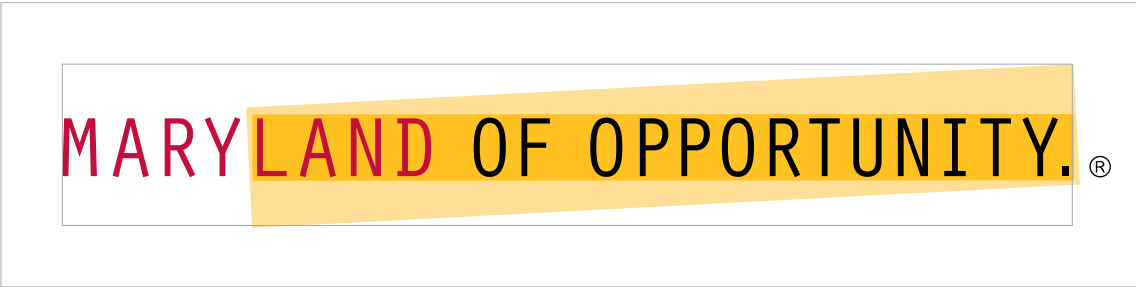
“IF YOUR LABEL DOESN'T  
CATCH PEOPLES' ATTENTION,  
THEY MAY NOT GET THE  
CHANCE TO TASTE WHAT'S  
INSIDE.”

Seth Goldman, TeaEO of Honest Tea

MARYLAND OF OPPORTUNITY.®

The logo is simple, fresh and modern. Maryland and Land of Opportunity are uniquely blended as they go hand-in-hand. The mark identifies the state and a strong positioning statement in one.

Other states taking a similar approach include **PureMichigan**, **eflorida** and **Thrive NC**. This new label began in a new era for the country and the State of Maryland. We had just experienced a recession. Maryland proved its resilience through this recession. This brand represents that and our future.



Clear Space = height of capital letters



Minimum size = 2"



C=0 / M=100 / Y=65 / K=20  
PMS 185



C=0 / M=25 / Y=95 / K=0  
PMS 115



C=0 / M=12 / Y=47 / K=0



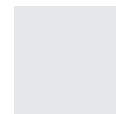
% of Black (K)  
100%



60%



20%



10%

ORATOR MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Rockwell Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Rockwell Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

# USAGE

MARYLAND OF OPPORTUNITY.®

Business Cards

Letterhead

Website

MARYLAND OF OPPORTUNITY.®

[www.ChooseMaryland.org](http://www.ChooseMaryland.org)

Collateral – brochures and folders

Advertising

Sponsorships

Tradeshow displays and materials

## GUIDING PRINCIPLES

MaryLand of Opportunity Logo

Deconstructed flag – Calvert and Crossland symbols

Colors – Red, Black, Gold, Gray

Fonts – Rockwell and Orator

Yellow highlighter effect

Background elements

Photography – Big, bold, personal photos

# Where will you see it?



## MARYLAND OF OPPORTUNITY.®

Department of Business & Economic Development

Use when identifying Department is important.

Examples: In-state or government events such as Chambers of Commerce, county events and reports

## WHAT'S NEXT?

Door signage

Floor signage – except Tourism

Collateral material redesign

Agency cards and letterhead

PowerPoint templates



# ON EVERYTHING!

## HOW DOES DBED SUPPORT THE BRAND?

Entrepreneurs and growing businesses need OPPORTUNITIES. We need to connect the dots and remove barriers – creating more OPPORTUNITIES. We must seek out, support, highlight and celebrate innovators. We will strive for business growth, expose the OPPORTUNITIES and create jobs.

### **Identify** OPPORTUNITIES :

- Location Services
- Incentives and Tax Credits
- Small Business Assistance/Guidance

### **Create** OPPORTUNITIES :

- Convene/Support the Business Community
- Credit Connections Events
- Contract Connections Events

### **Promote** OPPORTUNITIES :

- Creative and consistent ad placement
- Integrated and innovative web, interactive media
- Aggressive outreach and promotion

### **Reinforce the brand and execute on the promises that it makes**

- Provide Exemplary Customer Service/Business Assistance
- Help companies grow and find the OPPORTUNITIES

## OPPORTUNITY • KNOCKS

Opportunity knocked and Mike Koch with his partner Pablo Solanet founded Firefly Farms. As the first commercial goat chesse producer in Maryland, Firefly Farms has won nearly 50 national and international awards.

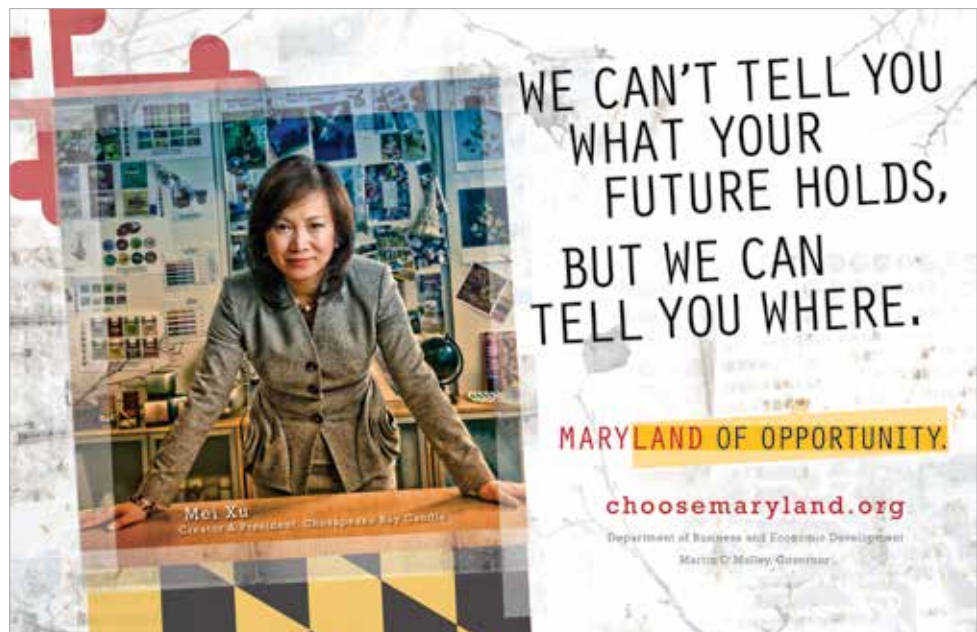




## HOW DO WE INCORPORATE THE BRAND INTO ALL MARKETING EFFORTS?

### Advertising Campaign

Launched in January 2010, the Maryland of Opportunity campaign inspires and motivates. It highlights people who have started a business and accomplished their dream. It asserts – “You can too.” It features a diverse group of Marylanders in a variety of industries touting the state’s business advantages.



### Social Media Brand - MDBIZ

We unified our social media channels with the MDBIZ icon. It is our twitter handle, facebook identity, LinkedIn presence, YouTube channel and blog badge. It integrates design elements from Maryland of Opportunity. The short, to-the-point appearance fits the world of social media and conveys we're *all* business.

### MDBIZ News

The popular business news channel features multi-media reports and in-depth stories on Maryland businesses. The blog incorporates the MDBIZ badge and design guidelines.



## **ChooseMaryland.org**

MaryLand of Opportunity elements will be incorporated in the website redesign by fiscal year 2013. ChooseMaryland.org has been DBED's web address for 10 years. It serves as a secondary message and call to action when in print or with the logo. Choose Maryland. No product or tool on the website should supersede this web address.



## **Pulses**

Suite of e-newsletters communicating Economic, Business, Global, Bio, and Cyber news in Maryland. This e-marketing tool communicates relevant business news in brief, colorful dashboard format.

## **Collateral**

Our suite of collateral material will be redesigned as needed to incorporate the guiding principles. All industry brochures will highlight the unique business opportunities in each particular sector.

## **Events - Connections**

Whether it's connecting the business community to contracting opportunities or to capital, DBED creates events that bring value to the business community. Contract Connections convenes federal agencies together for one-on-one matchmaking sessions. Credit Connections trains bankers around the state to improve financing opportunities for business. DBED sponsors and supports other key networking events.

## **Partner Adoption**

MaryLand of Opportunity is an umbrella brand for the state of Maryland. Partner organizations can adopt this umbrella brand, support the mission and leverage its recognition in the marketplace.

Download logo <http://www.choosemaryland.org/PressRoom/Pages/OurCampaign.aspx>



# TELLING

A full-page photograph of Paul Reed Smith, the founder of PRS Guitars, standing in his workshop. He is holding a PRS electric guitar with a dark, textured finish. He is wearing glasses and a dark shirt. The workshop is filled with rows of guitars hanging on the walls, creating a sense of depth and craftsmanship.

## THE PRS GUITARS STORY:

An opportunity presented itself to Paul Reed Smith and he made music with it. Crafting extraordinary guitars with passion and pride, Paul Reed Smith Guitars are the instrument of choice for music legends like Carlos Santana, Al DiMeola and David Grissom.



# THE STORY

A woman with dark hair pulled back, wearing a bright green blazer over a black top and black pants, stands in the center of the frame. She is smiling and looking towards the camera. The background is a plain, light-colored wall with two recessed ceiling lights. On either side of the woman are rows of medical equipment, specifically blue and silver oxygen tanks, which are reflected on the floor. The overall lighting is soft and professional.

## THE RESPIRA MEDICAL STORY:

Maria Martinez saw an opportunity to turn a home-grown business into Respira Medical. Born out of concern for her father's health, the company is now one of the Mid Atlantic region's best respiratory and home health care success stories, posting revenues of \$3.4 million in 2005 and \$7 million in 2009, growing 105%.

DON'T PASS UP THE OPPORTUNITY  
HIGHLIGHTING OPPORTUNITY  
OPPORTUNITY KNOCKS  
OPPORTUNITY IS ALL AROUND YOU  
SEIZE THE OPPORTUNITY  
EQUAL OPPORTUNITY  
EVERY DAY IS AN OPPORTUNITY  
GRASP THE OPPORTUNITY  
GOLDEN OPPORTUNITY  
WINDOW OF OPPORTUNITY  
THE OPPORTUNITY IS YOURS TO PASS UP  
MARYLAND OF OPPORTUNITY.®